

**Date: May 27, 2020**

**Place: Hyderabad**

To

The Manger – Listing Department  
National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051

**Sub: Press release to National Stock Exchange of India Limited (“Stock Exchange”)**

**Ref: Silly Monks Entertainment Limited (SYMBOL: SILLYMONKS)**



**Dear Sir/Madam,**

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI (LODR) Regulations, 2015), please find attached herewith Silly Monks Entertainment Limited, press release, in relation to **Digital Media Entertainment Company Silly Monks appoints C. Ratnakar Rao As Non-Executive Chairman.**

You are requested to take the same on your records.

Thanking You,

**For Silly Monks Entertainment Limited**

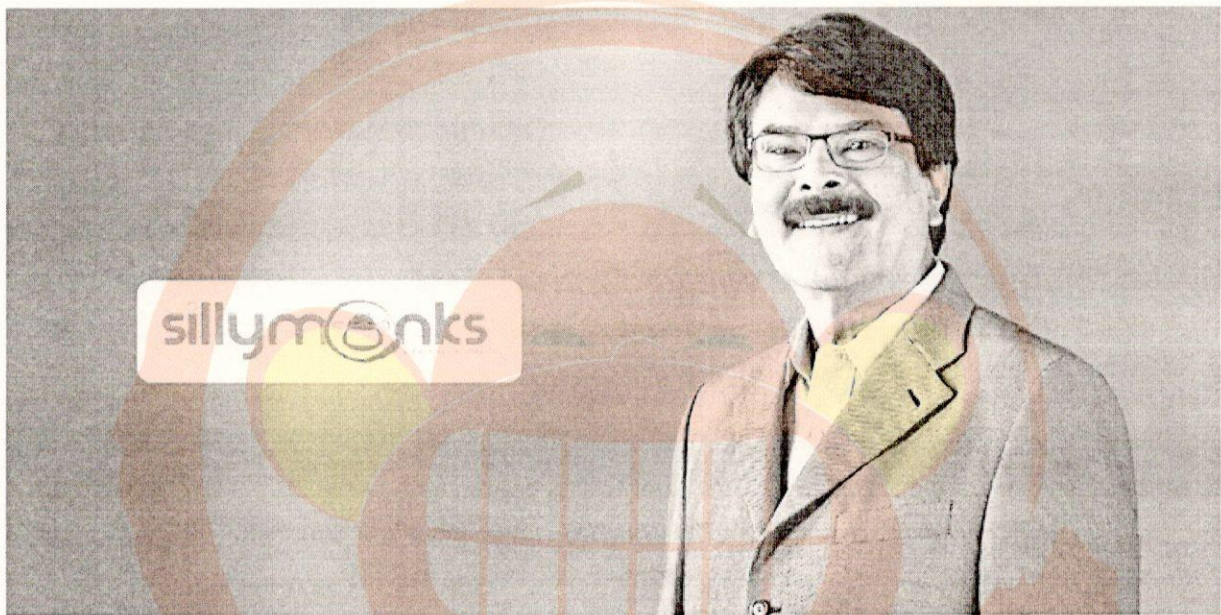
**Sushma Barla**  
**Company Secretary & Compliance Officer**

**ENCL.: As above**



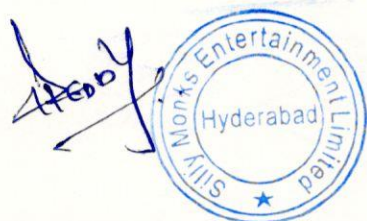
**Digital Media Entertainment Company Silly Monks appoints  
C. Ratnakar Rao  
As Non-Executive Chairman**

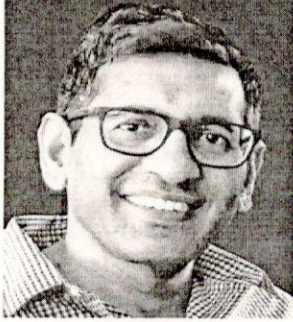
Hyderabad, May 27<sup>th</sup>, 2020: Hyderabad based Silly Monks Entertainment Limited expands its Board of Directors with the appointment of Independent Director and Chairman, Mr. C. Ratnakar Rao



**Mr. C. Ratnakar Rao**, a graduate in Economics (**Delhi and Osmania Universities**) and Management Education Program – (**IIM-Ahmedabad**), brings invaluable experience in the domestic and international markets in the areas of media and advertising spanning over 25 years having worked with leading Indian and International Advertising Agency Networks (RK Swamy/BBDO and DDB Worldwide) – India, Middle East, North Africa and European markets.

He was a practitioner faculty at Institute of Management Technology (Ghaziabad's Hyderabad campus) and has served as a Member of the Academic Council in Osmania University's Department of Communication and Journalism. He also served as President of The Advertising Club of Hyderabad for four terms at different stages.





On behalf of the board of Directors of Silly Monks, Mr. Sanjay Reddy, Managing Director of Silly Monks, is extremely delighted to welcome Mr. Ratnakar Rao as Chairman of the board *"He is highly regarded in his respective fields and I look forward to deriving the maximum out of his vast experience to help Silly Monks catapult to the next level."*

*"COVID-19 times have helped us learn a lot, with increased revenues during the adversities we look forward to a leaner and a smarter organisation while praying for an early cure for this pandemic."*

To this **Mr. Ratnakar Rao** added by saying, "The future of media and entertainment is perhaps one of the most fascinating stories unfolding in the world today. I cannot be more excited than being part of an industry that is driven by passionate innovation and creativity. Silly Monks has been occupying a vital position in this space and I'm quite delighted by the opportunity to be associated with an energetic and promising organization like Silly Monks. It's a great honour and I look forward to seeing the organization making remarkable progress as we take ambitious strides."

**Mr. Ratnakar** has been associated with marketing communication activities of major international brands including Sony, Almarai Dairy, Clorox Corporation, Henkel Germany, General Motors Corporation and Landmark Retail Group. He was also associated with the advertising of many leading brands not limiting to Hyderabad Industries, Coromandel Fertilisers, Vizag Steel, Margadarsi Group, Continental Coffee, Furniture World Group, Birla Shakti Cement, Apollo Hospitals, Care Hospitals, Ratnadeep Retail and many more.

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**About Silly Monks Entertainment Limited:**

([www.sillymonks.com](http://www.sillymonks.com))

Silly Monks Entertainment Limited (SMEL) is one of the leading digital entertainment companies in India & the first digital company to list on NSE Emerge. Headquartered in Hyderabad with pan India presence, the six-year-old company is associated with some of the biggest names in the digital property management space, OTT platforms, social media, movies and music, which includes YouTube, Netflix, Google, Amazon, Facebook, Airtel etc.

SMEL has worked with major production houses that created biggest blockbusters like **Baahubali**, Rudramadevi, **Shankar's I**, Aagadu, **Peruchazhi**, Kali, Magalirmattum, Gautamiputra Satakarni, Garuda Vega, **Mahanati**, Kathanayakudu, **KGF**, The Great Indian Escape, Mahanayakudu, Devadas, Premier Padmini, ABCD, Falaknuma Das, **George Reddy** etc to name a few.



Having also taken up international projects of blockbusters such as **Disney's Captain Marvel and Avengers Endgame**, Silly Monks has established itself as a name to contend with in the Southern film market. Similar to the industry space it occupies, SMEL has a strong presence in the Indie music, event, sports & animation as well.

The SMEL YouTube platform currently includes **547+** channels with a subscriber count of over **50 Mn**, and together amassing over **20.11 Billion views**, with a total watch time of approximately **67 Billion minutes** till date. In April 2020 we averaged more than **670 Mn views** across all channels and around **3 Billion** minutes of watch time.

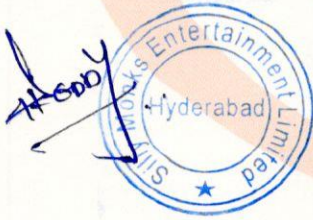
#### **Unique content creation across digital platforms and traditional media:**

SMEL was the first to create the first Telugu Prime Exclusive web-series – GangStars – proving to the audiences shown that they know their game and how to deliver. GangStars was the first regional series in Telugu to be featured on Amazon Prime Video starring Jagapathi Babu, Navdeep, Swetha Basu, Siddhu Jonnalagadda, Apoorva Arora, Posani Krishna Murali and Sivaji. It premiered in Hindi and Tamil on June 1st, 2018 along with Telugu. More are in the pipeline.

Silly Monks has also upped the ante by consolidating a virtual monopoly in the Deccani movie world where it is now an established behemoth to be contended with.

#### **Upcoming Ventures:**

SMEL is the digital marketing partner for upcoming movies, KGF 2 and **Yuvaratna (Kannada)** as well as engaged in media productions for web series for OTT platforms to be released this year.



**sillymonks**  
RIDE ON DIGITAL

